

MEMORANDUM

TO: Evergreen Visioning Project
Task Force Members

FROM: Dave Cortese
City Councilmember

SUBJECT: Evergreen Visioning Project

DATE: January 27, 2005

APPROVED:

DATE:

INTRODUCTION

The Evergreen Visioning Project Task Force should be refocused based on this memorandum.

BACKGROUND

The Evergreen Visioning Project Task Force is in its eighteenth month of discussion over how to proceed with infill development in Evergreen in a way that generates true positive outcomes for the community. You are to be commended for the long and arduous hours you have invested in this process and your tremendous accomplishments. Excellent work product has been generated to date, including:

- Guiding Principles – a firm set of principles that must be adhered to in all future development in Evergreen.
- Amenities – public projects to enhance Evergreen recreationally, socially, economically, etc.
- Focus group work conducted in June and August 2004 – layouts proposed by the task force of what the opportunity sites could look like, associated financial yields, and amenity and transportation improvement prioritization.

The above work product will continue to be invaluable in guiding the land use and planning process going forward.

However since August 2004 it has become increasingly clear to me that that this 33-member Task Force cannot effectively continue as a collective group in attempting to endorse specific design criteria of the various opportunity sites, as evidenced by the inability to formulate a detailed negotiating position and process. Based on my observations, Task Force discussion has become mired in debate over unit count at a premature stage (ironically that exact topic should be the subject of your negotiations with the developer consortium, not a source of division amongst yourselves), negotiating team selection, not to mention accusations of certain members being secret representatives of special interests. The result is that that the

process is not moving at the proper pace – at the moment, we are no closer to having a meaningful debate with the developer consortium than we were six months ago.

In an attempt to re-jumpstart the process my office tried to form subcommittees on education, outreach and transportation, the hope being that certain issues could be expounded on a smaller scale and then brought back to the whole Task Force for their endorsement - that measure was met by resistance from some Task Force members who felt the committee composition should be self-selected. A few months later we are still without these committees. More than a few Task Force members have emailed me privately, asking to be removed from the Task Force because they feel it has run its course. That of course is not true given the rigorous schedule laid out by Laurel Prevetti at the last meeting. I am committed to maintaining that schedule. It is not a wishful goal, it is an imperative.

That said, I have concluded that one of the two courses of action below is required and based on my observations regarding the process I intend to proceed with #2 if we have not met our scheduled objective of adopting a project description by the conclusion of the February meeting. The *attached draft matrix* outlines the varying responsibilities of these options.

1. The Task Force refocuses on devising an initial offer to the developer consortium with respect to EIR project description (i.e. unit count for each opportunity site, list of transportation improvements, and amenities). A team of five Task Force members must be selected by 1/20/05. The first meeting with the developer consortium must occur by 1/27/05. At this first meeting, the Task Force must ask for all of the information needed in order to develop a proposed project description (i.e., what dollar amounts per unit are the developers willing to offer, what is the absolute lowest number of units on each property acceptable to the developers, etc.). With this information, a second meeting must take place prior to the February Task Force meeting with the developer consortium, and the Task Force must put forth an agreed upon project description. This will create a bona fide negotiation process and will move us further along. Concurrent to the negotiations, two other teams must be created, one for outreach and one for education. These teams must meet to hash out the issues related to each of these items and come up with alternative approaches for the Task Force's consideration. *See Attachment A1A for details.*
2. If number #1 above is not accomplished by the February Task force meeting, I will immediately assume the classic role of councilmember as negotiator. Having created the EVP Task Force, and having attended every meeting since EVP's inception and served as member, chair, moderator, facilitator and, most importantly, listener, I will take the input offered by the Task Force and the general public thus far and negotiate with the developer consortium in order to get us to a project description(s) for the EIR, including project alternatives. EVP outreach will continue and intensify, and the input gained from the general public will be incorporated into the design concepts. I will

continue to seek the Task Force's input (although probably not on a monthly basis - see *Attachment A1B* for details) on how the design of the opportunity sites is consistent with the Guiding Principles and to provide them with updates. The Task Force would hopefully continue to act as a liaison to their neighborhoods and communities in order to vet ideas and gather feedback. In addition the task force will be sought out for opinions and comments on all key decision points and documents, including comment on the EIR, creation of the final Smart Growth Strategy document, the new EDP, and the formation of the Community Facilities District.

Please feel free to contact me individually with any questions or concerns.